

2023

ANNUAL REPORT
WATERFRONT
PARTNERSHIP
OF BALTIMORE



Table of Contents

Letter from the
President & Chairpg 3

About the WPB..... pg 4-5

Events On The Waterfront.pg 6-7

Celebrating the Waterfront &
The Producer Model..... pg 8-9

Working for
the Waterfront pg 10-11

A Place To Flourish,
Rash Field Park, Phase I.....pg 12-13

Discover What's Next
Rash Field Park, Phase II..... pg 14-15

Creating a Healthy
Waterfront pg 16-17

Education Opportunities
On the Waterfrontpg 18-19

Rediscovering
the Waterfront &
Baltimore Blueway..... pg 20-21

Financials &
Sponsorshipspg 22

Board & Staff.....pg 23



Letter From The President and Chair

For 18 years, Waterfront Partnership has maintained a primary focus on keeping our Waterfront clean, green, and safe; all part of a commitment to create a beautiful and welcoming environment for residents, visitors, and the businesses community.

This investment has paid off in so many ways. Pedestrian traffic on the promenade grew during the pandemic, as people found the Harbor to be a beautiful outdoor respite; over the last year, the Waterfront has seen increased investment with new retail and restaurants opening in Harbor East, Harbor Point and Fells Point; overnight hotel stays inched up, and new tenants moved into Waterfront office towers.

At the same time, we have also invested in our team members' lives, helping close to 2,000 workers receive job training and support. Since our founding, our partnership with Living Classrooms Foundation's Project Serve second chance program has transformed hundreds of lives. Since 2007, we've employed and trained clean and safe team members, providing job training, while hiring some to join our team full time, while referring others to area employers.

We have hired people like Kevin Cartwright who joined us in 2020. By summer 2021, Kevin had not only become a permanent member of our team, but he was promoted to Team Leader. In fall 2022, Kevin became our Operations Manager for our Fells Point team. We couldn't be prouder of Kevin and gratified by the joint opportunity Waterfront Partnership and Living Classroom's Foundation created together providing Kevin – as well as hundreds of more individuals the opportunity to learn, work, and grow. As we look toward 2024, we are now seeking to establish a similar joint training program in landscape maintenance with the Living Classrooms Foundation.

If the past year has made any statement so pointed, it is that "Baltimore's Waterfront is gathering momentum." It is true. Plain and simple, on all fronts and facets, our waterfront is on the cusp of significant growth, and the Waterfront Partnership will play a significant role in this story. From the \$67.5MM allocated by the State of Maryland through the Waterfront Partnership for the rejuvenation of the Inner Harbor Promenade to the award-winning parks and programs we foster; we are helping to fuel that momentum.


Rash Field Park has become the first major visible step toward the "Second Renaissance of Baltimore's Inner Harbor," proving that public/private partnerships and redevelopment focused on user interaction can positively impact not only our harbor – but our entire city. Award-winning even before construction, Rash Field Park Phase I won "MD ASLA 2020 Honor Award In Unbuilt Design Category" . Further validation of the park's vision came this year with "ULI Baltimore's Wavemaker & People's Choice awards" alongside Jake's Skate Park winning Baltimore's Best Skate Park by Baltimore Magazine.

While the grandeur and spectacle of Rash Field Park's accolades are impressive, what truly matters is the strength of the community it has brought together and the value it has added to our city as a thriving community hub and picturesque event venue. The park exemplifies how waterfront redevelopment should be approached, built upon a foundation of community engagement and feedback. Assedo Consulting facilitated extensive outreach and conversations in preparation for the next phase of development, building on the initial engagement meetings that influenced Phase I's design. After several months of community engagement, the Phase II Conceptual Park Designs were released with an overwhelmingly positive response, even earning "ASLA Maryland's Award of Innovative Excellence."

Rash Field Park is not only pivotal for the future of our waterfront, but also for our waterways, identified as a potential cornerstone for water recreation in the Inner Harbor by the Baltimore Blueway: Water Trail Master Plan. This plan is a culmination of a yearlong project that included field analyses and stakeholder input to recommend a series of water trails officially minted as the Baltimore Blueway. The Blueway, set to launch in the second half of 2023, will promote public access, public health, tourism, art and culture, and environmental stewardship. The Baltimore Blueway will also provide communities that have been disproportionately impacted by physical, social, and economic barriers with improved recreational water access. Bringing it to life will take vision and collaboration.

The Waterfront Partnership's effectiveness continues to grow. Our renewed focus on activating public spaces with events and programs attracted thousands to the Harbor and helped restore pride in our city's center. Baltimore by Baltimore (BxB) Music and Makers Festival showcases cultural leaders, artists, and entrepreneurs who inspire Baltimore. Built on the principles of community organizing, our "producer model" provides the leaders of our city's creative communities with a platform to highlight the brightest stars and talents in their networks. This all-local model of event production creates authentic relationships, uplifts communities, and provides a stage at the Inner Harbor where people from all over the world can discover the beauty and charm of Baltimore.

Our team set our sights on expanding our environmental programming, creating community-driven events, advocating for meaningful change, and engaging our neighborhoods in new and innovative ways. The culmination of the Waterfront Partnership's work, alongside this wave of revitalization seen throughout the harbor, has shifted the narrative for our waterfront toward a metropolitan hub, "Where Baltimore Truly Shines Brightest."



Chairman of the Board President
Waterfront Partnership of Baltimore



Chairman of the Board,
Harbor East Management Group

About the WATERFRONT PARTNERSHIP OF BALTIMORE

Our Work

Since 2005 the Waterfront Partnership has served as our city's advocate, promoter, and steward for the waterfront, aiming to enliven the harbor by providing basic services, adding new family-oriented amenities, and developing new and exciting programming and events.

Whether you live, work, or play at the waterfront every day or are just visiting, know that our dedicated team is behind the scenes working hard to ensure your experience at Baltimore's waterfront is exceptional.

Our Mission

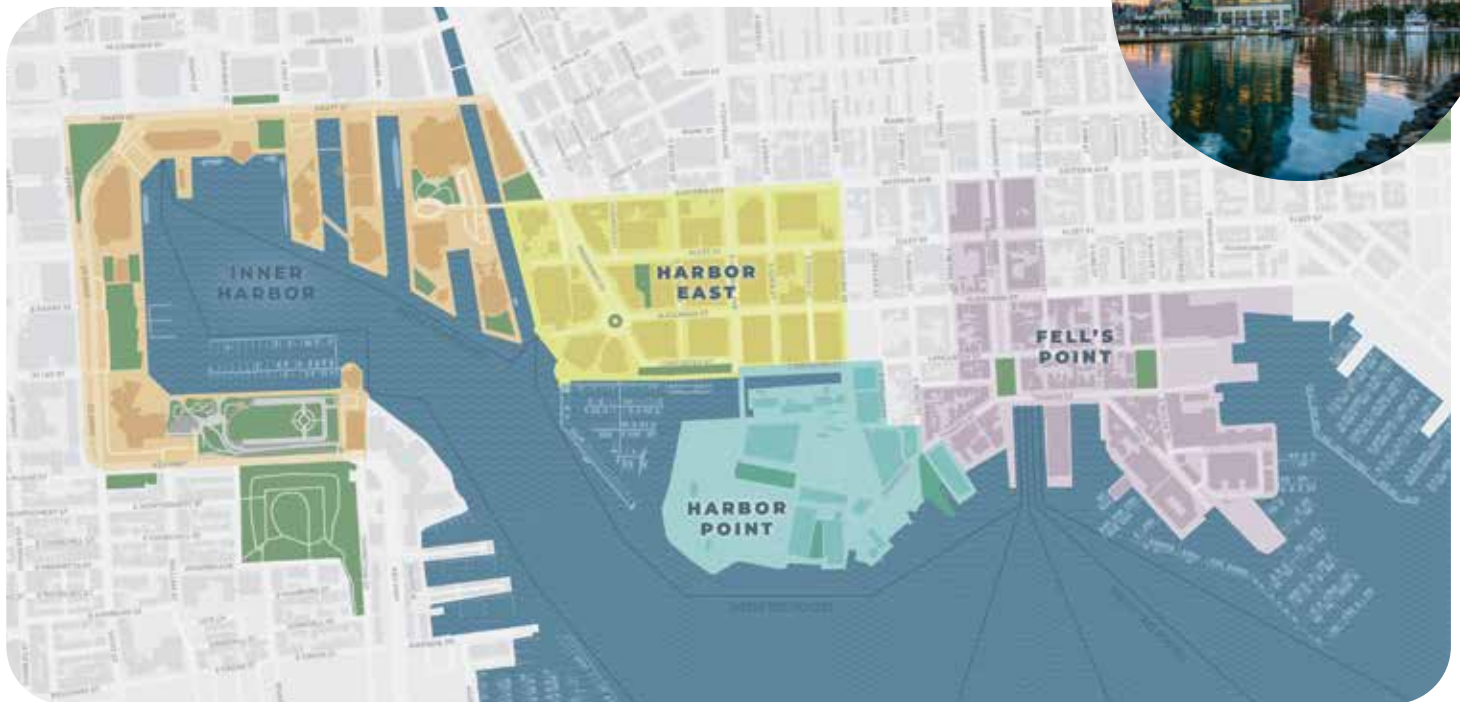
The Waterfront Partnership of Baltimore, in collaboration with our government, business, and community partners, creates a clean, green, safe, sustainable, and thriving urban waterfront for all to enjoy.



Our Vision

Starting with the opening of Harborplace in 1980, the Waterfront has been the shining example of Baltimore's true potential as a thriving metropolitan, cultural meeting point, and recreational destination for residents and visitors alike.

We view the Waterfront as the meeting place where all of the diverse neighborhoods throughout our city visit to connect, shop, dine and learn about the ecosystem that vitalizes the region—our water. The modernizing additions seen across the Waterfront from Rash Field Park to Fells Point represent the concerted push by our staff and board to design a space with all the features that best reflect the promise of our wonderful city.



Waterfront District Map

We oversee the Waterfront Management Authority (WMA), a business improvement district dedicated to improved maintenance, beautification, and visitor services for Baltimore's signature asset—the Waterfront. Our Clean, Green, Hospitality, and Safety teams work tirelessly to provide a friendly face while ensuring the promenade is clean and shiny and that the landscape is always lush and colorful.



Inner Harbor

Ever since Harborplace opened its doors in 1980, Baltimore's Inner Harbor has been an example of the city's potential as a bustling waterfront metropolis. The Waterfront Partnership plays a vital role as the main coordinating body between property owners and business operators, serving as the primary advocate, promoter, and steward for the Inner Harbor's waterfront. WPB provides and facilitates essential services, family-oriented amenities, and exciting programming and events.



Harbor East

As the next neighborhood to re-envision Baltimore's post-industrial waterfront, Harbor East has built its reputation as a premier destination for national employers, successful retailers, and sophisticated visitors and residents. The home base of the Waterfront Partnership offices, this neighborhood is a welcoming gateway to our city through the WPB clean, green, and safe teams, making sure everyone who visits the waterfront leaves with an impeccable impression.



Harbor Point

Harbor Point forges a bold new identity as a forward-thinking, thriving urban hub from the roots of Baltimore's industrial past, with sustainable practices woven into every aspect of its 27 acres. As Beatty Development moves forward with Phase III of construction, the Waterfront Partnership is committed to providing a wide range of services aimed at bringing our city to these new public spaces through various community-building events and programming.



Fells Point

History and trendiness meet on the narrow streets of this close-knit waterfront community while exuding that quirky Baltimore bohemian feel; Fells Point has secured itself as the most successful of the eight districts in the Baltimore Main Streets Program. Fells Point Main Street's devoted staff collaborates with Waterfront Partnership to guarantee that our city's small business culture and this historic neighborhood are highlighted for both residents and tourists.

Our Community Partners

- Federal Hill Community Association
- Federal Hill Prep
- Sharp Leadenhall Improvement Association
- Ridgely's Delight Community Association
- Pratt Library Canton Branch
- Meeting You Where You Are
- Intersection of Change
- Parks and People
- Baltimore Corps
- Artist Navigator
- Little Amal and the Handspring Puppet Theatre
- St Veronica's Youth Orchestra
- Senator McCray and Fort Worthington Community Association
- Southeast Community Development Corporation
- Truth in this art Podcast
- We need Answers Podcast
- Tendea Family, Inc.
- Historic East Baltimore Community Action Coalition
- Duncan Street Garden
- Westport Academy
- Dynasty Marching Band
- Baltimore City Public Schools
- University of Maryland
- Amazing Grace Church
- Patterson Park Neighborhood Association
- Maryland Science Center
- National Aquarium
- Downtown Partnership of Baltimore
- Visit Baltimore
- Port Discovery
- Pier 5 Parking Garage
- Arrow Parking Garage



Events on THE WATERFRONT

Our Event Services team is committed to making Baltimore's Waterfront a vibrant and exciting space. Our team is available to provide support and guidance throughout the entire event planning and permitting process, with a focus on events such as parades, festivals, and those that require street closures. We also offer assistance with marketing, liquor board requests, and event operations services for our contracted event management partners.

Activating our waterfront public spaces keeps the harbor feeling fresh and lively and has become a platform to celebrate homegrown talent, community-driven organizations, and established and emerging Baltimore artists.

FY23: Partner Events

July 4, 2022	Star Spangled Spectacular at Inner Harbor Amphitheater, West Shore Park, Rash Field	Attendance ~10,000
August 29, 2022	Brooks Running Activation at Rash Field	Attendance ~200
September 2, 2022	Maryland Cycle Classic	Attendance ~2,000
November 5, 2022	Cystic Fibrosis Festival at Rash Field	Attendance - ~1,000
November 18 - December 24, 2022	German Christmas Village	Attendance at West Shore Park ~60,000
January 21 - 22, 2023	Lunar Night Cultural Festival at West Shore Park	Attendance 20,000
February 22 - 26, 2023	CIAA - Downtown and Surrounding Areas	Attendance 30,000
April 23, 2023	Cystic Fibrosis Festival at Rash Field	Attendance ~1,000
May 5, 2023	The Night Brunch at Rash Field	Attendance ~750
May 11 - 28, 2023	German Wine Village at West Shore Park	Attendance ~30,000
June 15, 2023	BMORE Flea at Harbor Point Plaza	Attendance ~1500





Waterfront Wellness, generously sponsored by Medifast and OPTAVIA, saw a remarkable turnout of nearly 2,000 participants for its free fitness classes held at our waterfront parks. These inclusive classes featured a diverse range of options, including Line Dancing, Bootcamp, Yoga, Running Club, and more. Operating seven days a week, with a total of 13 class types, this program ran from May to October and is now celebrating its impressive 10th year.



The Harbor Harvest Children's Fall Festival offers a delightful day of family-friendly autumn activities blending the charms of the countryside with the vibrancy of the city. From a city-view pumpkin patch, petting zoo and mechanical rides to fall-themed crafts and a trackless train, this free festival has become a cherished hallmark in our community. This year's edition of the Harbor Harvest Children's Festival drew more than 4,000 local families.



The Inner Harbor Ice Rink is a true Baltimore holiday tradition and the center of winter holiday attractions, drawing city and county residents to the Waterfront each season. With three years of committed support from The Pearlstone Family Fund and the Joseph & Harvey Meyerhoff Family Charitable Funds, the ice rink will continue to bring life to downtown during the winter months. Despite multiple weather closures throughout the season, the Ice Rink saw a 22-23% growth in sales & skate rentals compared to 2019/2020, our most successful pre-pandemic season.



The Holiday Makers Market on December 3 was a one-night-only transformation of the old H+M store inside the Light Street Pavilion. When the doors opened at 3 pm, hundreds of people were waiting. The local marketplace featured 31 vendors, including original art, vintage clothing and home goods, self-care products, skate wear, jewelry, and more.

All goods at this event were crafted, produced, constructed, or designed by Baltimore artisans and entrepreneurs. The Market was a way to leverage the relationships started at BXB and support Baltimore's creative economy.



The return of Harbor Points Ice Fest was back with a bang as we paired it with the Chinese New Year, complete with a dancing dragon and astrological ice sculptures. A chilling ice bath workshop, sweet treats, hot beverages, and interactive activities for young people offers something for everyone at a time of year when the harbor begins to hibernate.

Thanks to the generous support from PNC, we were able to build on the momentum of Baltimore by Baltimore and carry the energy into the fall and Winter by strategically aligning our partners' existing events and inventing new activations— Winter on the Waterfront, both a variety of experiences and a marketing campaign. WOW is a collection of highlights, unique activities, and family friendly events that reflect our dynamic city and our district's best.



Celebrating Baltimore at THE WATERFRONT



Baltimore by Baltimore (BxB) is a premier example of community-led, values-driven placemaking in the Inner Harbor. BxB is a series of six all-day festivals that serve as a platform for Baltimore's all-star artists, makers, and creatives to showcase the city's vastly diverse and creative community to the world! Set against the backdrop of Baltimore's Waterfront,

and on the city's most iconic stage, The Amphitheater at 201 E Pratt St, each BxB show amplifies a different emerging or professional Baltimore-based talent producer who curates the best representation of artists and makers in their network. Collectively, this tells a story that truly reflects our city, resilient, vibrant, and full of art and culture! At BxB you're sure to see incredibly skilled dancers, songwriters, poets, original art, and empowered youth, and leave feeling inspired about the future of Baltimore.



- Over 100,00 attendees
- Connected with over 200 local artists & performers
- Engaged over 50 community-based organizations



Terrell Brown

"Big" Fred Watkins

Keith Colston

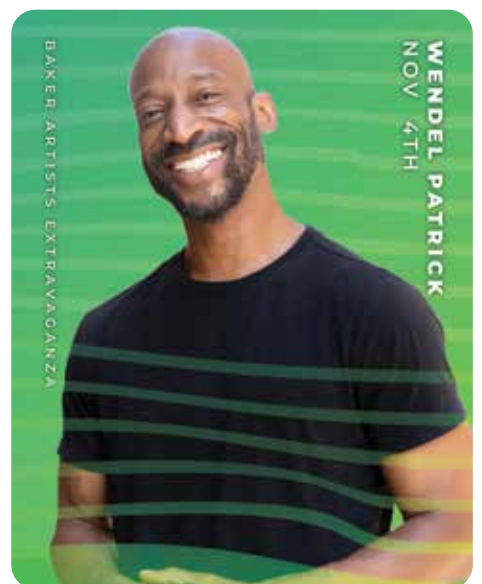
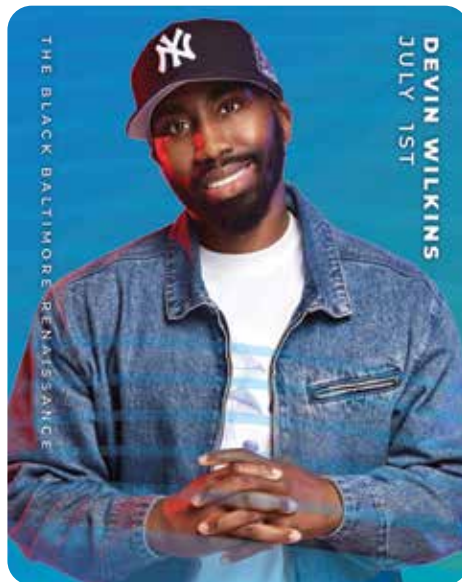
Rhythm Institute

Lady Brion

The Producer Model

BxB is more than a festival, it's a restoration of pride in our city's center, a seat at the table curating its future. Informed by principles of community organizing, we select a different producer each month and pass the mic to them. The Producer showcases the brightest stars and talents in their network.

This all-local model of event production creates authentic relationships, uplifts communities, and supports the creative economy, placing the highest value on showcasing cultural leaders, artists, and entrepreneurs who inspire Baltimore. The producer model has evolved since the 1st season, though we still focus on elevating emerging artists, there are professional producers like Wendel Patrick, who are eager to be a part of the work. In the following season, we hope to expand the model to feature more organizations and collectives, like Black Girls Vote, Alpha Female Festival, Love Groove, and the Asia Night Collective. Additionally, we'd love to engage producing institutions, much like the Greater Baltimore Cultural Alliance's November show – "The Baker Artists Extravaganza". What if Cultural institutions like the Pratt Library, Reginald F Lewis, and American Visionary Art Museum, all have a role in programming the inner harbor, and meeting Baltimore and the world where we are.





Clean And Safe Program

The Waterfront Partnership's Clean and Safe Program works 363 days a year to ensure our waterfront is a welcoming gateway to our city, where every visit to our beautiful harbor is exceptional and memorable. The Clean, Green & Safety Teams each maintained their high standards of cleanliness, landscaping artistry and actively engaged with visitors to create a welcoming environment.

Project Serve

Project SERVE (Service, Empowerment, Revitalization, Validation, Employment training) operates out of Living Classrooms' Broadway Overlook Community Center and addresses the issue of high unemployment and high recidivism among returning citizens in Baltimore City. SERVE provides on-the-job training for 150 unemployed adults per year in marketable skills while they revitalize Baltimore neighborhoods. While still incarcerated, participants begin receiving "wrap around" services, and on the day of their release, they become full-time SERVE members. The program helps members overcome some of the significant barriers to employment and economic mobility faced by this population: lack of marketable skills and/or employment history, employer reluctance, social stigma, and lack of support system.

Working for THE WATERFRONT Clean Team

Our Clean Teams are committed to making sure all of our parks, public spaces, and promenades are clean, welcoming, and attractive. They are constantly sweeping sidewalks, power washing hard surfaces, and vacuuming up litter.

Clean Team Highlights

- **1,113,496 lbs** of trash collected
- **5,603** pieces of graffiti and stickers removed
- **29,345** city garbage cans emptied
- Cleaning audit scores averaged **93.5%**
- **Hired 13 Living Classrooms Foundation team members** into full time positions

Mystery Shopper Highlights

- **95%** of shoppers stated our parks are clean and inviting to visit
- **93%** of shoppers state the area is clean and free of trash
- **100%** of shoppers see our team actively working



Safety Team

Our Safety Team works to make sure everyone who visit the Waterfront leaves with an impeccable impression of our wonderful city. Whether they are helping to snap a family photo or giving advice on the best lunch in town, our guides are there to make sure visitors and residents are happy, safe, and satisfied.

Safe Team Highlights:

- **78,412** hospitality assists
- **2,236** photos taken
- **1,987** escorts
- Increased participation from Baltimore Police Department command in Safety Task Force meeting

Mystery Shopper Highlights

- **97%** of shoppers would recommend the district to a friend
- **98%** of shoppers felt safe in the downtown area
- **96%** of our guides were neat and professional



Green Team

Our Green Team guarantees that the grass is always lush and the flowers are in bloom. They work daily to maintain the waterfront's lawns, flower beds, and other natural features. Every year they plant and care for new trees to provide shade during the summer months, and they're returning native Chesapeake Bay vegetation to the area.

Green Team Highlights:

- Landscaping audit scores averaged in the **92%**

Mystery Shopper Highlights

- **96%** of shoppers stated flower beds looked neat and orderly
- **100%** of shoppers stated the grass was well maintained
- **96%** said they didn't see weeds





A Place to Flourish RASH FIELD PARK

Phase I Rash Field Park's Transformation

Phase I, which celebrated its official opening on Nov. 5, 2021, helped redefine what waterfront public spaces can be with family-friendly elements like the BGE Nature Play area, Jake's Skate Park, the Adventure Play area, and the BGE Pavilion. Rash Field Park has become a central hub for the community and the city at large by hosting a wide variety of events, such as the 4th of July's Star Spangled Celebration, the Cystic Fibrosis foundation's Festival, Harbor Harvest Children's Fall Festival, and free regularly scheduled programs such as Waterfront Wellness and Boards & Breakfast.

In a year's time, Phase I saw an average of ~1,975 visitors per day with an estimated 700,000 annual visitorship. Phase I was awarded Urban Land Institute's 2022 Wave Maker Award, and Jake's Skate Park won Baltimore Magazine's Best of Baltimore award for Best Skate Park.

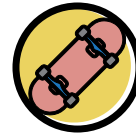
The Waterfront Partnership finalized the Waterfront Management District Amended and Restated Baseline Services MOU, which the Board of Estimates approved on March 1, 2023. Exhibit C of the MOU, The Authority's Essential Services, specifically related to those services provided at Rash Field Park. On a monthly basis, the reporting obligations cover a range of services including landscape maintenance, cleaning operations, safety and hospitality operations, seasonal programming and events, administrative updates, and maintenance, operations and miscellaneous updates.



~1,975 visitors per day an estimated 700,000 annual visitorship



Urban Land Institute's 2022 Wave Maker Award



Jake's Skate Park won Baltimore Magazine's Best of Baltimore award





Jake's Skate Park



Requested by the community during stakeholder meetings, designed by the nation's top skate park builders, and activated by local professional skaters, it's unquestionable why Jake's Skate Park was named 2022 Best of Baltimore's Best Skate park by Baltimore Magazine.

Requested by the community during stakeholder meetings, designed by the nation's top skate park builders, and activated by local professional skaters, it's unquestionable why Jake's Skate Park was named 2022 Best of Baltimore's Best Skate park by Baltimore Magazine.

Adventure Play Area

This dynamic playground, designed for kids of all ages, most notably features two 30ft wooden towers bridged by a netted rope tunnel ending in a stainless steel slide. On any given day, don't be surprised to see children darting between native plant beds to hop on the spider web-inspired swing or tire-esque merry-go-round.



BGE Pavilion

Sheltered by the iconic polygonal steel shade structure, the BGE Pavilion features a stepped seating area, water fountains, public restrooms, sweeping views of the waterfront.

The expansive paved plaza is perfect for outdoor cafe seating or hosting a growing calendar of events, from local food truck hauls to the Baltimore Symphony Orchestra's star-spangled 4th of July celebration. The BGE Pavilion has helped elevate Rash Field to become more than just a park but a venue for our community.

BGE Nature Play

The BGE Nature Play provides plenty of opportunities for children to engage with nature while parents and passersby enjoy the scenic views of the harbor amongst the native plant gardens.

This urban nature park features hidden pathways, log structures to climb, small hills to conquer, and rocky slopes interlaced with native plantings and shade trees.



RASH PHASE I

Discover What's Next RASH FIELD PARK

Phase II Concept

Rash Field Park marks a new era for waterfront redevelopment focused on user interaction and designed with feedback provided through community engagement. Rash Field Park serves as a role model for how to approach waterfront redevelopment in Baltimore.

Phase 2 of Rash Field Park will take several more years to complete. Based on several months of community engagement and follow-up conversations facilitated by Assedo Consulting after Phase I's completion, the concept shown here was developed to consider places for recreation and leisure with a large open lawn, extensive gardens, a beach, and several walking paths, including a leisure walk, a nature walk which winds through the gardens, and a fitness trail that borders the beach, terrace and lawn.



“Rash field will be a park all Baltimoreans will be proud to claim as their own. It is an exciting time to see a premier park at the Inner Harbor with a focus on nature, inclusivity, and wellness.”

– Jingpeng Gu, Mahan Rykiel President

Phase II Map





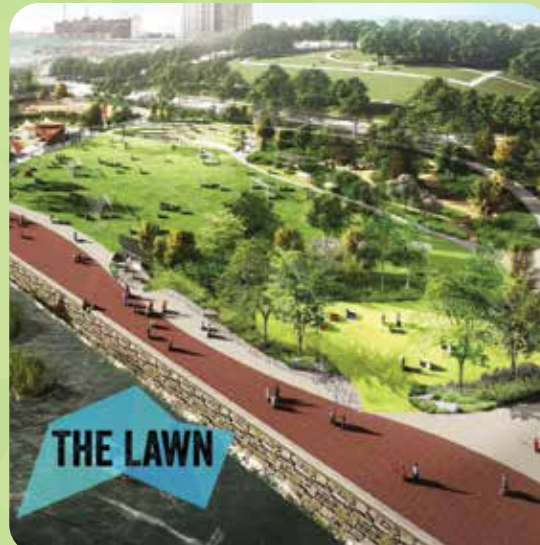
THE PLAZA

The Plaza:

“The Plaza” is seated as the eastern hub area of Rash Field Park, providing visitors with activities to partake in with friends and family. Neighboring the relocated and reimagined Pride of Baltimore Memorial is an flexible plaza surrounded by outdoor game tables and seating. A Rain Garden and native plants outline the space.

The Lawn:

Dust off that picnic basket, bring the soccer ball, and invite your friends to “The Lawn” for the perfect waterfront picnic. Envisioned to be an athletic field, event space, and more, this dynamic leisure space features two U10 Soccer Fields perfect for hosting city-wide youth soccer tournaments. Adjacent to the field space are picnic areas, and a separated shade lawn, all framed by native plantings and art installations.”



THE LAWN



THE GARDENS

The Gardens:

“The Gardens” provides a space for city residents to reconnect with nature on a deeper level. Educational signage is just the tip of the iceberg in this section of the park, with potential spaces to learn more about native plant gardens, birdwatching, butterfly migration plantings, and more. Nature tours can highlight passive features such as the stone garden, art installations, and overlooks, while more active features like fitness areas and the terraced amphitheater can expand the types of community programming.”

The Beach:

A boardwalk trail, hugged by native plantings, invites visitors to enter “The Beach” and dip their toes in the sand either at the beach lounge area or in a friendly match of beach volleyball. Building on Baltimore’s popular beach volleyball community, this park section provides a space for spectators and players to watch from the sidelines while surrounded by natural features, including a pollinator garden and a beach garden.



THE BEACH

RASH PHASE II

Creating a HEALTHY WATERFRONT

The Waterfront Partnership of Baltimore's Healthy Harbor Initiative uses education, recreation, and restoration as tools for engaging Baltimore residents in the cleanup of the City's marine environment. We believe the human affinity for nature, fostered by a direct emotional connection with the marine environment, will restore the balance between our city and our bay. Through our Healthy Harbor projects, programs, and partnerships, we are educating the public about what lives beneath the surface and how we can all fight for the urban ecosystem through the actions we take.

For the Inner Harbor, both the water and land-side play critical roles in supporting habitat and our local ecosystem, and ultimately contribute the health of our city.

A healthy habitat meets all the environmental conditions an organism needs to survive. For insects like butterflies and bees, and reptiles like turtles, our restoration goals are to provide everything they need to find and gather food, shelter, mate, and reproduce.



Water Monitoring

In the summer of 2022, Waterfront Partnership monitored water quality at five sites on a weekly basis, and delivered those samples to a private lab for analysis. Additionally, WPB partnered with the University of Maryland Center for Environmental Science to pilot rapid DNA assessment. These projects helped inform the decision to increase monitoring to daily sampling (Mon-Fri) during the 2023 recreation season, WPB collected 450 water samples and published results online with the goal of providing the most relevant information for recreation to the public.

The Great Baltimore Oyster Partnership

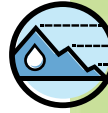
The Great Baltimore Oyster Partnership is a program where volunteers grow baby oysters (known as spat) in cages around the waterfront. The tenth year of the program brought 400 volunteers to the waterfront to install and maintain ten oyster gardens while learning about the importance of oysters and contributing roughly 300,000 oysters to a sanctuary reef in the Patapsco River. Since the conception of the program in 2013, volunteers have now grown 1.3 million oysters in the Baltimore Harbor.

Turtle Island

This "Turtle Island" project was developed after observing large numbers of turtles attempting to bask on floating trash. Turtles are cold-blooded and often climb up on structures that jut out of the water to sunbathe and warm up in order to digest their food. Waterfront Partnership partnered with the National Aquarium (turtle experts), Living Classrooms Foundation (adjacent property owner), and Clearwater Mills (for installation) to create a 100 square foot floating platform.



Fy 2022 Healthy Harbor Highlights



5 Monitored water quality 5 days a week.



384 Managed 384 volunteers in raising 3000,000 spat-on-shell (baby oysters) in Baltimore Harbor.



90 Healthy Harbor Events
3984 people attended



325 paddlers rocked out to local rock band ThrillKiller at the Baltimore Floatilla.



384 Baltimore's 4 trash wheels diverted 384 tons of litter and debris from Baltimore's Harbor.



782 Baltimore City students went on free environmental field trips through Harbor Scholars



1,100 Planted 1,100 native plants in the Inner Harbor and multiple community gardens.



Insect Hotels
Installed sculptural insect hotels as habitat features in WPB conservation gardens



\$30,000 Distributed \$30,000 (from sponsor Pompeian) in beautification grants.



18 Hosted 18 community beautification events attended by 447 City residents.
447

Education Opportunities ON THE WATERFRONT

Harbor Scholars

In 2019, Waterfront Partnership, in collaboration with Towson University's Center for STEM Excellence, created Harbor Scholars: a professional development program for Baltimore elementary school teachers that allows them to bring their students to the Inner Harbor for a field trip, free of charge. During the program, teachers learn how to implement Meaningful Watershed Educational Experiences (MWEE) in their classrooms, and are compensated for their time, either through a stipend or professional credits. In FY23, 14 teachers were recruited from Baltimore City, bringing 556 students from 12 schools to the harbor for an educational EcoTour and in-lab experience.

Community Grants Program

Thanks to a sponsorship from Pompeian, the Baltimore-based olive oil company, Waterfront Partnership created a community beautification small grants program where neighborhood-based organizations could be awarded up to \$5,000. In FY23, ten grants were approved, allowing 350 community residents to implement their beautification projects as well as learn about the state of water quality in the harbor, the impacts of trash and stormwater and the value of native plants and green spaces in Baltimore.



Wildlife Gardening

Conservation & Rain Gardens

Waterfront Partnership manages all the land-scaping in its waterfront district, including parks, rain gardens, pollinator gardens, and planting beds. In fall 2022, Waterfront Partnership launched a series of wildlife gardening events focused on teaching City residents and downtown employees about native plants, stormwater runoff, and the environment. In FY23, 127 volunteers attended eight gardening events with activities ranging from garden maintenance to installing bug hotels and going for a waterfront bat walk.

Bug Hotels

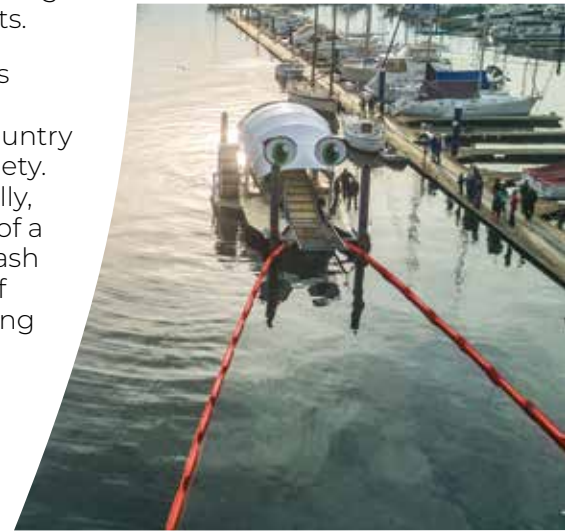
In Spring 2022, Waterfront Partnership began installing bug hotels near conservation gardens at the waterfront. Bug hotels are filled with decaying organic matter that replicates the habitat native insects seek out in the natural environment. Our bug hotels include bamboo and wood for nesting bees, pine cones for ladybugs, and bark for beetles and spiders. The bug hotels were designed and built by at-risk youth participating in the Living Classroom Foundation's Fresh Start program.



The Trash Wheel Family

Mr. Trash Wheel is a Baltimore icon, to be sure. But before he was famous, he was (and still is) a sustainably powered trash interceptor. Baltimore now has four trash wheels - Mr. Trash Wheel, Professor Trash Wheel, Captain Trash Wheel, and Gwynnda the Good Wheel of the West. Together, in FY2023, Baltimore's trash wheel family collected 384 tons (or 768,000 lbs.) of litter and debris from the Baltimore Harbor. To date, the trash wheels have collected 2,362 tons including 1.8 million plastic bottles, 900,000 plastic bags, and 13 million cigarette butts.

On social media, Mr. Trash Wheel is a spunky character that loves all things Baltimore and encourages people to pick up litter and advocate for policy change. In FY23, Mr. Trash Wheel recruited individuals from around the country to join the Order of the Wheel, a cleanup-focused "secret" trash wheel society. Over 1,000 people joined representing every state in the county. Additionally, Waterfront Partnership used data from Mr. Trash Wheel to testify in favor of a plastic bag ban in Baltimore County, which passed. Baltimore City used trash wheel data to support a lawsuit against large tobacco companies, which, if successful, would make these companies financially responsible for cleaning up cigarette litter in Baltimore.



The Mr. Trash Wheel family positively impacts Baltimore's urban ecosystem in three major ways:

Collection: 480 tons (or 960,000 lbs.) of litter and debris were captured before entering the Chesapeake Bay, that's 200% more than any prior year.

Evaluation: Analysis of the amount and quantity of various litter types has helped in quantifying the impact of legislation. Collection data over 3 years showed a 600% decrease in single-use foam containers after a citywide ban in 2018 followed by a statewide ban in 2020.

Inspiration: The Mr. Trash Wheel family reached 100,000 followers (across platforms), appeared in 923 media stories by news outlets across the world, with a potential reach of 946 million people.



Rediscovering **THE WATERFRONT**

Recreation & Engagement The Floatilla

Waterfront Partnership created the Baltimore Floatilla, an annual paddling event, to raise awareness about paddling and advocate for clean and accessible waterways. A record of 325 paddlers participated in this year's Rock and Roll themed event, which launched from Canton Waterfront Park. Paddlers made their way to the Inner Harbor where Mr. Trash Wheel met them for a floating concert. ThrillKiller, a local band, rocked out for the participants. The next Floatilla is scheduled for June 8, 2024.



Baltimore Blueway

In FY2021, Waterfront Partnership began developing a plan for water recreation in the Baltimore Harbor. Based on stakeholder feedback, a plan of interconnected water trail routes and equitable public access points will be developed for use by paddle sport enthusiasts. The goal is to utilize a natural resource – state waterways – to provide users with an authentic way to connect with the marine environment in an urban setting rich with history and wildlife.

The water trail will include parking, bathrooms, and ADA accessible boat launches. Signage at access points will identify the site, provide safety instructions, and outline historic, cultural, and environmental information.

In December 2021, Baltimore-based Biohabitats was selected to lead the development of the Baltimore Blueway Master Plan. A final plan will be released to the public in FY2023.



ACCESS POINTS

- Current Access Point
- Proposed Access Point
- Proposed Rest Stop

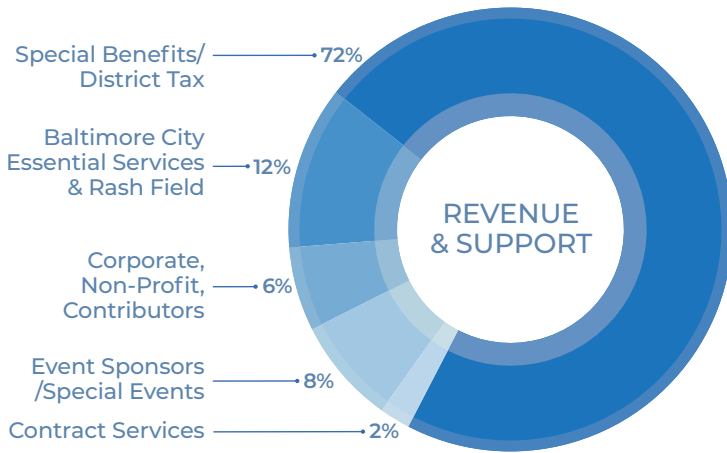
TRAILS

BEGINNER	INTERMEDIATE
Inner Harbor Loop	North Shore Trail
Middle Branch Loop	South Shore Trail
Non-Tidal Patapsco River Trail	Baltimore Peninsula Trail
	Masonville Cove Trail
ADVANCED	
Fort McHenry Crossing	

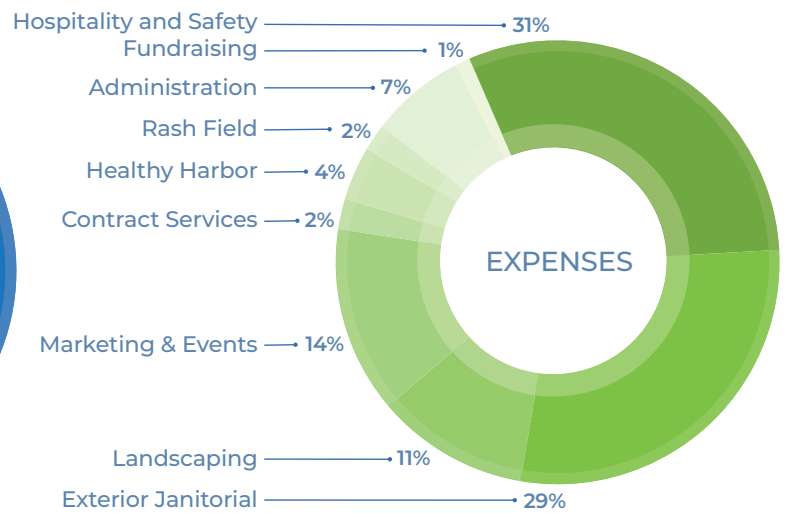
Exercise caution when crossing the shipping channel

WPB Sponsorship & 2023 FINANCIALS

Revenue & Support



Expenses



Sponsors



Board, Staff & Team Members

Board Of Directors

Michael Beatty | Beatty Development Group
James Bond | Living Classrooms Foundation
Mark Conway | Baltimore City Council
Eric Costello | Baltimore City Council
Terry Donahue | Waterfront Marriott Hotel
Rachel Duncan | Federal Hill Resident
Andy Frank | Comptroller's Office
Donald Fry | Greater Baltimore Committee
Tracee Strum-Gilliam | PRR Inc.
Marco Greenberg | Phoenix Real Estate Advisors
Sarah Harrison | Morgan Stanley
Tony Hawkins | Liberty/Harbor East Resident
Dan Henson | Henson Development
Frank Lance | Parks and People Foundation
Jason Mitchell | Department of Public Works
Nicole Nesbitt | Brown Advisory
Tim O'Donald | Harbor East Management Group
Mark Pollak | Ballard Spahr LLC
Mark Potter | Maryland Science Center
John Quinn | BGE
Steve Sharkey | Baltimore City Department of Transportation
Jacia Smith | Baltimore City Recreation and Parks
Zed Smith | Cordish Company
Michelle Swanenburg | T. Rowe Price
Dan Taylor | City of Baltimore Development Corporation
Carmera Thomas-Wilhite | Chesapeake Bay Foundation
Ira Weinstein | Cohn Reznick LLP

Waterfront Management Authority

Board of Directors

Michael Beatty | Beatty Development Group
James Bond | Living Classrooms Foundation
Eric Costello | Baltimore City Council
Julien Demiri | Rusty Scupper
Terry Donahue | Waterfront Marriott Hotel
Susan Flanigan | Resident
Jonathan Flesher | Beatty Development
Gail Furman | Max's Taphouse
Mitch Gold | Gold & Co.
Dave Murphy | Elm Street Development
Tim O'Donald | Harbor East Management Group
Mark Potter | Maryland Science Center
Doug Schmidt | Workshop Development
Ryan Scully | Avalon Bay
Zed Smith | Cordish Company
Gerben Van Dorpe | Harbor East Management Group



Laurie Schwartz
President



Amber Chavis
Executive Vice President &
Director of Finance



Adam Lindquist, M.C.P.
Vice President,
Healthy Harbor Initiative



Chelsea Anspach
Outreach & Engagement
Manager of the
Healthy Harbor Initiative



Allison Blood
Healthy Harbor
Environmental
Program Manager



Chloe Qualls
Chesapeake
Conservation
Corp Intern



Leanna Wetmore
Director of Events & Programs



Melody Thomas
Events & Business
Development
Manager



Matt Kujava
Director of Operations



Stacey Gay
Administrative
Assistant



Aaron Cuison
Director Of Marketing



Marina McCaney
Marketing Manager



Bridget Parlato
Graphic Designer



Waterfront Partnership of Baltimore
650 South Exeter Street · Suite #200
Baltimore, Maryland 21202
Info@waterfrontpartnership.org
443-743-3308



ANNUAL REPORT

2023